GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1600
ANSWERED ON:27.11.2007
TV CHANNEL RATES VIZ-A-VIZ FOREIGN COUNTRY
Rathod Shri Harisingh Nasaru

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the rate of Rs.5 per pay channel per month of Television is very high;

(b) if so, whether the rate fixed by Telecom Regulatory Authority of India (TRAI) is not based on cost based pricing;

(c) whether the Government is aware of the rates per channel fixed in other countries;

(d) if so, the rates per channel in other countries, country-wise;

(e) whether the TRAI has conducted/proposes to conduct any study regarding the rates prevailing in our neighbouring countries;

(f) if so, the details thereof; and

(g) if not, the steps taken/proposed to be taken by the Government to fix the rate of pay channel at par with foreign countries?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) & (b): Telecom Regulatory Authority of India (TRAI) vide its Telecommunication (Broadcasting and Cable) Services (Third) (CAS Areas) Tariff Order, 2006 (6 of 2006) dated 31.08.2006 has fixed Rs. 5/- per pay channel per month as ceiling at consumer level in CAS notified areas only. The Multi System operators/Local Cable Operators are free to charge less than the maximum ceiling price of Rs. 5/-. While fixing a ceiling of Rs. 5/- per pay channel per month for CAS notified areas of Chennai, Delhi, Kolkata and Mumbai, the Authority has considered the following:

i) The prices made available by the stakeholders during the process of consultation.
ii) Inference drawn from the agreements between the broadcaster and the MSO;
iii) Available data from CAS areas in Chennai;
iv) Offers made by DTH operators. The determination methodology adopted by TDSAT in its judgement in the case involving ASC Enterprises limited and Star India Private Limited.
v) Reported mismatch between the actual subscribers and chargeable subscribers (inference drawn from the prevailing practices).
vi) Arrangements of revenue sharing with a reference to advertisement, carriage and revenue generated from the subscribers.

(c) & (d): TRAI has intimated that no authentic information is available with TRAI in this regard. However, it has been observed that most of the countries have not fixed individual channel prices.

(e) & (f): No, Sir.

(g): Does not arise in view of (c) & (d) above.